

# Joe Webb

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## Summary

Product-focused Frontend Engineer with 5+ years of experience building modern web applications and high-performing marketing websites. Specializes in React, Next.js, and TypeScript with a strong UI/UX design background. Experienced in leading frontend architecture, designing scalable component systems, and delivering conversion-focused user experiences. Proven track record of building 80+ websites and improving SEO, performance, and accessibility to near-perfect scores.

## Skills

React · Next.js · TypeScript · JavaScript (ES6+) · Tailwind CSS · HTML5 · CSS3 · Node.js · Express · REST APIs · PostgreSQL · MySQL · SQLite · Figma · Wireframing · Prototyping · Design Systems · Accessibility (WCAG) · Git · GitHub · Jira · Vercel · Docker (basic) · Material UI · SEO · Google Analytics · Google Tag Manager · Funnels · GoHighLevel · Stripe Payments · Authentication Systems · Performance Optimization

## Experience

### Frontend Team Lead / UI/UX Engineer — Exploro / MyAltitudeRewards / KIXA (Sep 2022 – Present)

Lehi, Utah

- Led frontend development and UI/UX design for a multi-platform web application from concept through multiple product iterations
- Managed and mentored a team of 4 developers/designers, guiding architecture and implementation decisions
- Designed and built scalable frontend architecture using React, Next.js, and TypeScript
- Created and maintained reusable component libraries to ensure consistency and development speed
- Owned full UI/UX redesign of both customer-facing application and internal admin portal
- Collaborated directly with leadership to define product direction, features, and user experience
- Built responsive, high-performance interfaces optimized for usability and accessibility
- Implemented modern frontend best practices including modular architecture and performance optimization

### Freelance Web Developer & UI/UX Designer — Self-Employed (Apr 2019 – Present)

Remote

- Designed and developed 80+ websites including business sites, landing pages, funnels, and custom web applications
- Achieved top Google search rankings for multiple client websites through advanced SEO strategies
- Consistently delivered high-performance websites (Lighthouse scores up to 95+ performance, 100 SEO/accessibility)
- Built full-stack applications using React, Next.js, Node.js, and SQL databases
- Integrated Stripe payment systems and custom authentication solutions
- Improved client conversion rates through UX-focused design and optimized user flows
- Worked directly with clients to define requirements, design solutions, and execute marketing strategies

### Digital Marketing & Web Developer — Optimize Marketing (Jan 2021 – Jul 2022)

Remote

- Built websites and marketing funnels using WordPress, GoHighLevel, and ClickFunnels
- Managed client relationships and executed digital marketing campaigns
- Developed skills in conversion optimization, analytics, and creative design

## Education

